

NC Parks – Visit North Carolina weekly statewide enewsletter 3-28-18

From: NewsLink | Visit North Carolina [mailto:kathy.prickett@visitnc.com]

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Subject: Visit NC NewsLink for March 28, 2018

Weekly e-newsletter for VisitNC partners

March 28, 2018

NewsLink

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- * Visit NC seeking equestrian stories, history, businesses
- * Visit NC and partners promote tourism to legislators in D.C.
- * TRAC coming to Haywood, Madison counties April 11-12



Visit NC seeking equestrian stories, history, businesses

The global equestrian community will have its eyes on North Carolina Sept 11-23 as Tryon International Equestrian Center in Mill Spring hosts the [[HYPERLINK](http://r20.rs6.net/tn.jsp?f=001c8d0-4Q1Y5A2_LFJjJidp-YxD-s7HT-6lB8CgYWUIH-jscb4ektZsjhwjNvF9JCrPbCnDan3OWbwx8xjGhR7rrPZGyvhTQ0JqJrkk53gY-ffRTg35giRx6CxaqVMpZx5k3h3vdrpSCeAhXvxg5ISsBtuUp9UN22VL) http://r20.rs6.net/tn.jsp?f=001c8d0-4Q1Y5A2_LFJjJidp-YxD-s7HT-6lB8CgYWUIH-jscb4ektZsjhwjNvF9JCrPbCnDan3OWbwx8xjGhR7rrPZGyvhTQ0JqJrkk53gY-ffRTg35giRx6CxaqVMpZx5k3h3vdrpSCeAhXvxg5ISsBtuUp9UN22VL]. More than 500,000 visitors will attend ticketed events in eight disciplines. This is an opportunity for

Visit NC to tell North Carolina's stories, especially the stories focused on its rich equestrian history, annual events and even highlight the state's equine-related businesses. And Visit NC needs your help. Please click [

Visit NC is also working to coordinate a master sponsorship agreement with TIEC for the 2018 FEI WEG. This event falls in Visit NC's 2018-2019 fiscal year so plans are still tentative; the desire is to share parts of the master sponsorship agreement by creating four levels of co-op sponsorships so that partners could participate with Visit NC. To learn more, click [

Visit NC and partners promote tourism to legislators in D.C.

Visit NC's Wit Tuttell, Greater Raleigh CVB's Dennis Edwards and Visit Charlotte's Mike Butts joined travel leaders from more than 45 states at the US Travel Association's Destination Capitol Hill in Washington, D.C., last week. The event brought travel leaders from across the country to Washington to educate policymakers about the power of travel. The program combined a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. Tuttell, Edwards and Butts presented information to the entire N.C. legislative delegation. Destination Capitol Hill delegates conducted more than 300



(l-r) Dennis Edwards, Mike Butts, Rep. Robert Pittenger & Wit Tuttell

congressional meetings during the event.



A previous TRAC in Fayetteville

TRAC coming to Haywood, Madison counties April 11-12

Next month, tourism-related businesses in Haywood and Madison counties - including the surrounding counties - will have an opportunity to work with Visit North Carolina staff to learn about its research, development and marketing services, and discuss best practices in reaching travelers, the media and

increasing tourism visitation and spending. Visit North Carolina's Tourism Resource Assistance Center (TRAC) is a community-based training program designed to help small tourism-related businesses. On **April 11**, TRAC, will be held at Lake Junaluska's Harrell Center Auditorium located at 710 N. Lakeshore Drive in Lake Junaluska. On **April 12**, TRAC will be held in the Mars Hill University Ferguson Health Sciences Center at 211 Cascade Street in Mars Hill.

There is no charge to attend, no reservation is required, and there are no PowerPoint presentations. This is a *come-when-you-can/stay-as-long-as-you'd-like* event opportunity for all tourism-related businesses to meet one-on-one with program managers to discuss better ways to promote their property or event. TRAC brings Visit North Carolina's program managers to local communities to discuss the nuts and bolts of working with the organization. This invaluable program is designed to help tourism-related businesses engage more fully with programs offered by Visit North Carolina and its partners.

Representatives from the EDPNC's BLNC, N.C. Welcome Centers/Visitor Services, N.C. State Parks, Agritourism, and NC GreenTravel are often on hand to discuss services they can provide businesses, including strategic planning, assisting with identifying funding sources and serving as liaisons with other local, state and federal agencies. For additional information on this session or to learn more about scheduling a TRAC visit to your community, contact [[HYPERLINK "mailto:andre.nabors@visitnc.com"](mailto:andre.nabors@visitnc.com)] at (919) 447-7771.

Services today for I-77 North NC Welcome Center manager McKeaver

Chris McKeaver, manager for the I-77 North NC Welcome Center, died unexpectedly this past Sunday. Visitation is today (Wednesday) 12:30 - 2 pm with the funeral service following at 2 pm at Moody-Davis Funeral Services, 215 W. Kapp St. in Dobson. In lieu of flowers, an account has been set up at the State Employees' Credit Union for the Sydney and Carrie McKeaver College Fund. Donations may be made at any branch. Read the obituary [



A Chef's Life nominated for three Daytime Emmys

[

Diners, Drive-ins & Dives features Wilmington sites

The Food Network's *Diners, Drive-ins & Dives* is

[[Wilmington Star-News. This week's episode, "Lights Out Latin" and set to air this Friday, is slated to highlight Latin specialties and will visit Ceviche's. The April 6 episode, "Pizza, Pork and Peru," is likely to showcase Copper Penny. And "Seafood and Savory," set to air April 27, may spotlight Something Fishy. Host Guy Fieri filmed segments for his show in January, where he also visited Wilmington restaurants Sweet n Savory Cafe, Cast Iron Kitchen, and Fork N Cork, although it's unsure when these sites may be featured on the show.](http://r20.rs6.net/tn.jsp?f=001c8d0-4Q1Y5A2_LFJjJidp-YxD-s7HT-6IB8CgYWUIH-jscb4ektZsknKtpGHtaQPxoFrHy8zTe_zlpYq5yLGPPmXIXzOKNn1Oc4D2EMIuxfMoNmf9iSUUy4V1rIGvsiHVWgfacl_mHsN9fBNqREOARJD_stw1Lljaksf7PnV-gDEhM8YGOveEtdKM6xLCAgwuFtyHaLX43aqCE-am2BiXMUXWzvySHUah8d6_96sDgPW8dQ7I-s5eQ-7UIJw0ig4pAW6WBY_kHgVjvcGjjaVSsu8N8-OLRGZ&c=fKhMIYPWo0cP_0vbluQViEi1WrHXv2m5G_FdVSgG7tIvbTEbvSuFSw==&ch=57y_SQ_tYVMO5gCbDOd5pvT9aM_26wzL78fWdVXYV8XLqAjTtt-hwg==)



Unscripted among '10 roadside motels you'll actually want to stay in'

The Travel Channel included Unscripted in Durham among its "[

Tail of the Dragon among '10 surprising, spooky and inspiring American road trips'



Tail of the Dragon at Deals Gap is among USA Today's "[http://r20.rs6.net/tn.jsp?f=001c8d0-4Q1Y5A2_LF1jJidp-YxD-s7HT-6IB8CgYWUIH-jscb4ektZsknKtpGHtaQP1hISAPVmthp0GuO_oknbMVbhxk35OUm9_tde14kQcqbU4hJ6h1yiBp3lh-bpO265OulZN5rC1AWnAAwM0Xj0LmEzq0PRwyEfGYbqHBjk37-3Xy9t9s52hv7wcmuQL-txn54ZlOtwS1txCrBMcXfXV0i0ty1rzYIRhbdqoAu0acTZB1ilq4VimDWWkpAqcfERwFWmpM7leGgOTT-]".

Of the stretch of road in North Carolina and Tennessee, the article noted, "A favorite of motorcyclists, this Smoky Mountains route attracts riders from across the country as it dips and snakes through 318 curves in just 11 miles, rising and falling over 1,200 feet of elevation along the way. [The article's source] calls it a rider's road because it doesn't have intersections. It's tight, twisty and challenging, a rare treat." In addition, the online article included the 40-picture photo gallery "Tail of the Dragon, 'the best ride in North America.'"



April offers the "Secret life of spring"

The April issue of *Our State* magazine offers the "Secret Life of Spring," with a photo essay spotlighting caretakers of the coast, plus articles on flowers, rain and other wonders of nature. "Downtown" visits Wilson; "Restaurant" features Lulu's on Main in Sylva; and "Farm Tour" highlights Carolina Farmhouse Dairy in Bahama. It also contains a special pull-out insert that serves as a brewery guide, spotlighting N.C. craft beers and breweries - perfect for April's N.C. Beer Month. The April issue is available now.



Festivals are saving energy, going greener

With spring officially here, everyone should be looking forward to enjoying many of the great festivals in North Carolina. Festivals are one of the best traditions in the tourism industry. While festivals are a wonderful way to showcase and celebrate a community's heritage, they take a lot of effort to put on successfully. There are a lot of things every event manager or team can implement to help reduce the amount of electricity needed without having to enjoy the event in the dark. One way events can start saving energy that doesn't cost any additional money is to have a plan in place to make sure lights and equipment are turned off when not needed. Using [[HYPERLINK](#)]

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o0cP_0vbluQViEi1WrHXv2m5G_FdVSgG7tIvbTEbvSuFSw==&ch=57y_SQ_tYVMO5gCbDOd5pvT9aM_26wzL78fWdVXYV8XLqAjTtt-hwg==" \t "_blank"] manager [HYPERLINK "mailto:tom.rhodes@ncdenr.gov" \t "_blank"] at (919) 707-8140.



For the week of March 29 on [HYPERLINK "http://r20.rs6.net/tn.jsp?f=001c8dO-4Q1Y5A2_LFJjJidp-YxD-s7HT-6IB8CgYWUIH-jscb4ektZsuXq-ZH550G5KpYxhz_iiRaUx3eVZ6YI7gEtTT_6fGBTomsn52M-QmwqAYE0xBEnx_QGnAAqIPCF4q7V2NtmsYSse3Df2MWoK9ibK6mM6bm-yclmElOzjSoUt9ujyIYmGhipqvCBMkRS9JhYHOY4ZZ9CWwUu8SKIP1FdKmM0rVK2&c=fKhMIYPWo0cP_0vbluQViEi1WrHXv2m5G_FdVSgG7tIvbTEbvSuFSw==&ch=57y_SQ_tYVMO5gCbDOd5pvT9aM_26wzL78fWdVXYV8XLqAjTtt-hwg==" \t "_blank"], learn about the Penland School of Crafts in Penland. Enjoy the great outdoors at Raven Rock State Park in Lillington. Cater to a love for baseball at the N.C. Baseball Museum in Wilson. Lift a glass at White Elephant Beer Company in Mount Airy. And the "House Special" samples the fare at Persimmons Waterfront Restaurant in New Bern. (Please note listings are subject to change.) *North Carolina Weekend* is underwritten by Visit North Carolina. In addition, UNC-TV has made recent editions of *North Carolina Weekend* [HYPERLINK "http://r20.rs6.net/tn.jsp?f=001c8dO-4Q1Y5A2_LFJjJidp-YxD-s7HT-6IB8CgYWUIH-jscb4ektZsuXq-



In 2016, international visitor spending in N.C. was nearly \$1.2 billion. European visitors accounted for 33 percent of the total spending, Asians for 24 percent and Canadians for 20 percent. Latin Americans were accountable for approximately 13 percent of the total international spending in the state. For more North Carolina visitor information, visit [HYPERLINK "http://r20.rs6.net/tn.jsp?f=001c8dO-4Q1Y5A2_LFJjJidp-YxD-s7HT-6IB8CgYWUIH-jscb4ektZsqOWB6RgTTyRCVYoXdVAzE9v77JbHzej7Z2VbDRxYqfUGztRyfpbMjX0MlxpahL3airHYkgZrzCaOip-SSk_6ofhb29wTK5iEqU6_6IWuV-tvzTQkzIJJnRaRdBLOr6ix1IVaCdRM1S8zHc4QrTmXEk=&c=fKhMIYPWo0cP_0vbluQViEi1WrHXv2m5G_FdVSgG7tIvbTEbvSuFSw==&ch=57y_SQ_tYVMO5gCbDOd5pvT9aM_26wzL78fWdVXYV8XLqAjTtt-hwg==" \t "_blank"], or contact Tourism Research Director [HYPERLINK "mailto:marlise.taylor@visitnc.com" \t "_blank"] at (919) 447-7748.

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Upcoming Industry Meetings & Events

April 11-12 - Visit NC's TRAC, Lake Junaluska (11), Mars Hill (12)

April 23-25 - STS' [

April 23-26 - NASC Sports Event [

May 2-3 - BRPA Annual Meeting, Bedford, Va.

May 6-12 - [

May 8 - Visit NC Travel & Tourism Board Meeting, TBD

May 16-17 - MPI-CC Meeting, Wilmington

May 17 - NC Coast Host Quarterly Meeting, Emerald Isle

May 19-23 - U.S. Travel Assn.'s [[HYPERLINK](http://r20.rs6.net/tn.jsp?f=001c8d0-4Q1Y5A2_LFJjJidp-YxD-s7HT-6IB8CgYWUIH-jscb4ektZskQd37_fCLA6Ti0GEaVXzhiP8SbjjXRvz8QSvQJfMAxrTXBwjRohFMvliGBFuQrnzuadpjdmk7hDBIPStMHbUPuyqfJQxN-UE53sDx8AEspDyf1ERSajz2U=&c=fKhMlYPWo0cP_0vbluQViEi1WrHXv2m5G_FdVSgG7tIvbTEbvSuFSw==&ch=57y_SQ_tYVMO5gCbDOd5pvT9aM_26wzL78fWdVXYV8XLqAjTtt-hwg==) "http://r20.rs6.net/tn.jsp?f=001c8d0-4Q1Y5A2_LFJjJidp-YxD-s7HT-6IB8CgYWUIH-jscb4ektZskQd37_fCLA6Ti0GEaVXzhiP8SbjjXRvz8QSvQJfMAxrTXBwjRohFMvliGBFuQrnzuadpjdmk7hDBIPStMHbUPuyqfJQxN-UE53sDx8AEspDyf1ERSajz2U=&c=fKhMlYPWo0cP_0vbluQViEi1WrHXv2m5G_FdVSgG7tIvbTEbvSuFSw==&ch=57y_SQ_tYVMO5gCbDOd5pvT9aM_26wzL78fWdVXYV8XLqAjTtt-hwg==" \t "_blank">]
[<mailto:info@visitnc.com> \t "_blank">]
], Denver, Colo.



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